

Message Text

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ACTION IO-13

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P 021845Z FEB 77
FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 9422

C O N F I D E N T I A L SECTION 01 OF 04 PARIS 03366

NESCO

E.O. 11652: GDS
TAGS: UNESCO, AORG
SUBJECT: UNESCO: MASS COMMUNICATION

REF: (A) PARIS 37973, (B) PARIS 673, (C) PARIS 3763
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1. WEEK LONG CONSULTATIONS OF US DEL OFF AND NATIONAL
COMMISSION'S HARLEY HAVE CONFIRMED THAT SECRETARIATE
PROGRAM PLANS IN COMMUNICATIONS SECTOR FIRMLY ON SAME
TRACK AS OUTLINED REFTELS A, B, AND C.

2. A "DECLARATION" CONCERNING THE MASS MEDIA WILL BE
HANDLED ENTIRELY SEPARATE FROM OTHER COMMUNICATIONS
ISSUES. A DRAFT WILL BE PREPARED AS THE RESULT OF A
SECRETARIAT REPRESENTATIVE'S BROAD BASED CONSULTATIONS
WITH INDIVIDUAL GROUPS OR GOVERNMENTS FROM WHICH HE WILL
PREPARE A DRAFT WHICH WILL BE ACCEPTABLE TO ALL. THERE
WILL BE NO CONVENING OF EXPERTS OR INTERGOVERNMENTAL
GROUPS TO PASS JUDGMENT ON THIS TEXT. IN SHORT, THE
POLITICAL "DECLARATION" HAS BEEN PUT TO BED, AND THE
DG HIMSELF WOULD FIRMLY RESIST ANY ATTEMPTS TO
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RESURRECT IT. THE GENERAL ASSUMPTION OF THOSE CONSULTED
WAS THAT HECTOR WYNTER WILL INDEED BE THE
SECRETARIAT'S REPRESENTATIVE IN CONSULTING AND DRAFT-
ING AN INNOCUOUS "DECLARATION" THAT SEVERAL OFFICIALS
MUSED WAS NECESSARY FOR HELPING THE SOVIETS SAVE FACE.
A CONSENSUS WOULD BE ASSURED BEFORE SUBMITTING IT TO
THE 20TH GENERAL CONFERENCE.

3. THE PRINCIPAL THRUST OF THE SECRETARIAT'S EFFORTS IN COMMUNICATIONS SECTOR WILL BE IN ORGANIZING AND BACKSTOPPING INDEPENDENT "WISE MEN'S COMMISSION" WHICH WILL TACKLE THE MAJOR COMMUNICATION ISSUES OF OUR TIMES. FINAL ORGANIZATIONAL DETAILS OF COMMISSION HAVE NOT YET BEEN CONCLUDED SINCE COMPOSITION WILL PROBABLY DEPEND ON DG'S SELECTION OF COMMISSION CHAIRMAN WITH WHOM HE WILL MAKE FINAL DECISION ON COMMISSION MEMBERS. LAST WORD FROM COMMUNICATION SECTOR, ADG MAKAGIANSAR (REFTEL D) STILL HOLDS THAT COMMISSION WILL PROBABLY HAVE SEVEN MEMBERS INCLUDING CHAIRMAN. DG INTENDS THAT CHAIRMAN WILL BE A WORLD RENOWN POLITICAL FIGURE, POSSIBLY A FORMER PRIME MINISTER, WHO MAY KNOW LITTLE ABOUT COMMUNICATIONS, BUT WHO CAN HANDLE AND GET THE BEST FROM HIS PEOPLE. (COMMENT: IT IS COMMONLY KNOWN THAT PALME AND AT LEAST ONE OTHER OF THIS DESCRIPTION HAVE DECLINED TO SERVE).

4. SECRETARIAT HAS INFORMALLY SOLICITED US DEL'S ADVICE ON SEVERAL OCCASIONS REGARDING US PROPOSALS FOR US CITIZEN MEMBER OF COMMISSION, THOUGH WE HAD BEEN UNDER IMPRESSION THAT MORE TIME AND A FORMAL REQUEST WOULD BE TENDERED. AS RESULT OF DEPARTMENT AND NATIONAL COMMISSION EFFORTS OVER PAST WEEKEND, NATIONAL COMMISSION CONSULTANT, WILLIAM HARLEY, IN CONSULTATION WITH SECRETARIAT OFFICIALS, WORKED OUT TENTATIVE LIST OF FOUR CANDIDATES FOR DG'S CONSIDERATION. AS SPELLED OUT REFTEL (D) THIS DOES NOT CLOSE DOOR ON SUBMISSION
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US CANDIDATES, AND IN ANY EVENT, WE HAVE BEEN ASSURED THAT SECRETARIAT WILL CONSULT WITH US AGAIN BEFORE FINAL SELECTION IS MADE. AS FAR AS WE KNOW, OTHER MEMBER STATES HAVE NOT BEEN CONSULTED AT ALL, WHILE IT IS A FOREGONE CONCLUSION THAT ALTHOUGH SECRETARIAT'S CHOICE OF CANDIDATE FROM USSR WILL LIKELY BE HEAD OF TASS, THAT SOVIETS WILL NAME WHOMEVER THEY CHOOSE. OTHER PERSONALITIES, WHICH SECRETARIAT APPARENTLY IS CONSIDERING MAY BE DRAWN FROM EGYPT, THE HOLY SEE, COSTA RICA OR COLOMBIA AND JAPAN. INDIA WAS ALSO MENTIONED AS A POSSIBILITY AS WELL AS VIETNAM, THOUGH THE LATTER HAS BEEN VETOED AT LEAST BY ADG MAKAGIANSAR AND WE FEEL DG WILL SUPPORT HIM.

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC PRIORITY 9423

C O N F I D E N T I A L SECTION 02 OF 04 PARIS 03366

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5. BUDGETARY CONSIDERATIONS, IT HAS BEEN MADE
ABUNDANTLY CLEAR, WILL PLAY AN IMPORTANT ROLE IN
LIMITING THE EXTENT TO WHICH THE COMMISSION CAN OPERATE.
THE INITIAL SECRETARIAT PROPOSAL CALLED FOR SIX MEETINGS
LASTING FOUR DAYS EACH OVER THE COURSE OF THE NEXT YEAR
BEGINNING IN APRIL. THIS, WE UNDERSTAND, HAS NOW BEEN
PAIRED TO FOUR MEETINGS OF FOUR DAYS EACH BEGINNING IN
MARCH WHICH WOULD THUS ELIMINATE "FIRST" ORGANIZATIONAL
MEETING, AS WELL AS THE "LAST" WIND-UP SESSION
WHICH WAS TO HAVE CONSIDERED PREPARATIONS AND PUBLI-
CATION OF RESULTS OF THE COMMISSION'S FOUR SUB-
STANTIVE SESSIONS. IT IS CLEAR THAT THE SECRETARIAT
INTENDS TO HELP BACKSTOP THE COMMISSION WITH CONSULTING
AND RESEARCH FACILITIES, ALTHOUGH THE CURRENT IDEA IS
TO SEE IT PROVIDED WITH AN "INDEPENDENT" SECRETARIAT OF
ITS OWN FOR BOLSTERING THE COMMISSION'S AUTONOMY. IT
IS POSSIBLE THAT GUNNAR NAESSELUND
CURRENTLY SERVING AS UNESCO'S DEPUTY ASSISTANT DIRGEN IN
MAKAGIANSAR'S OFFICE BUT WHO IS DUE TO RETIRE THIS
SPRING, WILL HEAD-UP THE COMMISSION'S SECRE-
TARIAT. (COMMENT: THE PERMDEL WOULD STRONGLY SUPPORT
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THIS ARRANGEMENT AND THE CHOICE OF NAESSELUND.) NO ONE
KNOWS YET HOW THE COMMISSION'S BUDGET WILL BE AMASSED,
BUT BASED ON UNESCO'S ONLY PREVIOUS EXPERIENCE IN THIS

FIELD, THE FAURE COMMISSION, WHICH WE HAVE LEARNED
FINALLY COST IN THE NEIGHBORHOOD OF 700,000 DOLLARS,
ANY COMMISSION APPROACHING THAT SCOPE WOULD NOW HAVE
TO BE PROVIDED WITH MUCH MORE.

6. DISCUSSION TOPICS, OUTLINED REFTEL D, ARE
APPARENTLY FIRM AND WILL COVER THE RANGE OF MOST OF THE
VERY DIFFICULT COMMUNICATIONS ISSUES WHICH HAVE SUR-
FACED TO DATE. FIRST SECTION ON TECHNOLOGY AND
SOCIETY WILL COVER TECHNICAL "STATE OF THE ART"
QUESTIONS AS REFERENCE FOR GETTING INTO WAYS IN WHICH
TECHNOLOGY IS ORGANIZED AND INSTITUTIONALIZED, PROCESS
BY WHICH IT IS MADE AVAILABLE, AND MEANS BY WHICH
TRANSFERS FROM ONE VALUE SETTING TO ANOTHER ARE
AFFECTED. QUESTION OF INFORMATION FLOWS AND GAPS WILL
BE EXAMINED WITH RESPECT TO CONCEPT OF BALANCED
AND EQUITABLE INFORMATION FLOWS THAT HAVE BEEN ADDED
TO ORIGINAL CONCEPT OF "FREE FLOW" OF INFORMATION.

7. SECOND SECTION ON "SOCIAL RESPONSIBILITY, ACCESS
AND PARTICIPATION" WILL CONCERN CENTRAL ISSUE OF
"JUSTAPOSITION OF FREEDOM AND CONTROL, AND THE LIMITA-
TIONS WHICH RESPONSIBILITIES -- PERSONAL AND
INSTITUTIONAL -- PLACE UPON FREEDOM." THIS SECTION WILL
EMBRACE EXPLORATION AND ATTEMPT TO DESCRIBE RIGHTS AND
DUTIES AS WELL AS ACCESS TO AND PARTICIPATION IN PRO-
CESS OF COMMUNICATION AT NATIONAL, INSTITUTIONAL, AND
INDIVIDUAL LEVELS.

8. THIRD SECTION WILL FOCUS ON COMMUNICATIONS ASPECT
OF RELATIONS BETWEEN INDUSTRIALIZED AND DEVELOPING WORLD
WITH PARTICULAR CONCERN FOR ASSIMILATION OF COMMUNICA-
TIONS TECHNOLOGY, PRESERVATION OF CULTURAL IDENTITIES;
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AND A LOOK AT "DEPENDENCIES" WHICH RESULT FROM THESE
RELATIONSHIPS.

9. THE LAST DISCUSSION WILL BE DESIGNED TO PULL
TOGETHER THEMES DEVELOPED IN CONSIDERATION OF FIRST
THREE TOPICS INTO CONTEXT OF POLICY FORMULATION. FROM
THE AGENDA IT APPEARS THAT THIS WILL BE GRAFTED ONTO
A DISCUSSION OF RELATION OF COMMUNICATION POLICY TO THE
NEW INTERNATIONAL ECONOMIC ORDER (NIEO). (COMMENT:
THUS VERY NEATLY WORKING COMMISSION'S FINDINGS INTO
CONTEXT OF DG'S TRADEMARK EXPOUSED IN HIS BOOK "MOVING
TOWARD CHANGE".)

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FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 9424

C O N F I D E N T I A L SECTION 03 OF 04 PARIS 03366

NESCO

10. THE TIMETABLE FOR HOLDING THESE DISCUSSIONS AND PRODUCING ITS FINAL REPORT, PROBABLY IN BOOK FORM, WILL BE TIGHT. IT NOW APPEARS THAT THE DG WISHES THAT THE FIRST SESSION BEGIN BY THE END OF MARCH WITH THE FINAL SESSION ENDING SOMETIME EARLY 1977. SINCE THE UN HAS MANDATED UNESCO TO PREPARE A REPORT ON MASS COMMUNICATIONS FOR PRESENTATION TO THE 1978 SESSION UNGA, THE UNESCO SECRETARIAT, IF NECESSARY, WILL WANT TO HAVE TIME TO EVALUATE THE COMMISSION'S WORK AND PERHAPS EDIT OR ARRANGE IT TO COMPLY MORE WITH ITS OWN THINKING.

11. WHILE "WISE MEN COMMISSION" WILL UNDOUBTEDLY STEAL LIMELIGHT DURING NEXT UNESCO BIENNIUM, REGULAR PROGRAM ACTIVITIES IN THE COMMUNICATIONS FIELD WILL INCLUDE THE FOLLOWING: AS A FOLLOW-UP TO THE COSTA RICA CONFERENCE, UNESCO WILL CONTRACT FOR A FEASIBILITY STUDY OF A LATIN AMERICAN REGIONAL NEWS AGENCY (THIS IS PROVIDED FOR IN THE TUNISIAN RES. DR-19, PASSED AT NAIRCB I WITH US SUPPORT); COORDINATE A STUDY OF THIRD WORLD NEWS VALUES; CONDUCT A STUDY OF THE TRANSMISSION OF PRESS DISPATCHES, ANALYZING OBSTACLES THAT INHIBIT OR PRE-
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VENT COMMISSION PROCESSES; ATTEMPT TO ASSIST THIRD WORLD COUNTRIES IN FACILITATING NEGOTIATIONS FOR REDUCING PRESS TRANSMISSION RATES; PROVIDE CONSULTANTS FOR REGIONAL MEETINGS CONCERNING MASS MEDIA; ASSIST IN FACILITATING INTERNATIONAL EXCHANGE OF NEWS AND CULTURAL MATERIALS; AND HELP, WHEREVER POSSIBLE, THE WORK OF REGIONAL ORGANIZATIONS OF PROFESSIONAL JOURNALISTS.

12. UNESCO WILL ALSO PARTICIPATE IN THE FOLLOWING COMMUNICATIONS RELATED ACTIVITIES DURING THE NEXT SEVERAL YEARS: AN APRIL 18-20 MEETING IN FLORENCE ORGANIZED BY UNESCO'S ACTING DIRECTOR OF OFFICE OF PUBLIC INFORMATION WILL CONCERN "FREE AND BALANCED FLOW" ISSUE AND INCLUDE A NUMBER OF PROMINENT US SPECIALISTS AND PRACTITIONERS IN COMMUNICATIONS FIELD; AN ASIAN CONFERENCE ON COMMUNICATIONS POLICIES IN KUALA LUMPUR, JUNE, 1978, FOR BENEFIT OF ASIAN STATES (ALTHOUGH ANY MEMBER STATE MAY SEND OBSERVERS). THIS IS THE ASIAN COUNTERPART OF THE FIRST UNESCO REGIONAL MEETING HELD IN COSTA RICA IN 1976, AND WILL BE FOLLOWED BY ONE FOR AFRICAN STATES IN 1980.

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC PRIORITY 9425

C O N F I D E N T I A L SECTION 04 OF 04 PARIS 03366

NESCO

13. MEETINGS OF NON-ALIGNED COUNTRIES CONCERNING MEDIA ISSUES: AT COLOMBO MEETING OF NON-ALIGNED COUNTRIES, A COORDINATING COUNCIL FOR INFORMATION OF NON-ALIGNED

COUNTRIES WAS ORGANIZED WITH TUNISIA AS CHAIRMAN. SO FAR, HOWEVER, EFFORTS TO IMPLEMENT THIS MECHANISM AND REAFFIRM TUNISIAN LEADERSHIP HAVE FAILED. IN THE MEAN-TIME, TWO COMMITTEES OF THE COUNCIL HAVE BEEN ACTIVE. THE COORDINATING COMMITTEE ON NON-ALIGNED NEW AGENCIES POOL MET IN CAIRO JANUARY 10-13, AND ANOTHER MEETING OF THIS GROUP IS PLANNED FOR AUGUST, PROBABLY AT KUALA LUMPUR. A TECHNICAL COMMITTEE OF NON-ALIGNED COUNTRIES CONCERNED PRIMARILY WITH WORKING FOR REDUCTION OF POSTAL TELEGRAPH RATES, ETC., IS SCHEDULED TO MEET IN BAGHDAD ON MARCH 1. WE HAVE ALSO LEARNED THAT AFRICAN MINISTERS OF INFORMATION PLAN TO MEET CONCERNING THE ORGANIZATION OF A PAN-AFRICAN NEWS POOL, PERHAPS DURING APRIL 1977, THOUGH A LOCATION IS STILL UNDECIDED. APPARENTLY, SOME ARAB STATES HAD WISHED TO JOIN THIS MEETING BUT WERE REBUFFED BY THE AFRICANS.

14. IT IS IMPORTANT TO POINT OUT THAT SECRETARIAT
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OFFICIALS DEALING IN THESE VERY SENSITIVE AREAS ARE HIGHLY RESPONSIBLE AND PROFESSIONALLY VERY COMPETENT. FOR THE MOST PART THEY ARE FROM WEO'S, UNDERSTAND VERY WELL US VIEWS TOWARD MEDIA ISSUES, AND ARE OPEN AND IN FACT WELCOME OPPORTUNITY TO DISCUSS THEM WITH US OFFICIALS OR PRIVATE SECTOR INTERESTS. THIS IS ONLY TO REMIND OURSELVES THAT WHILE SOME MEMBER STATES (SOVIET BLOC, ETC.) MAY BE LOOKING FOR A PLATFORM AND CONFRONTATION ON MASS MEDIA ISSUE, THE UNESCO SECRETARIAT CERTAINLY IS NOT, AND IS WORKING TOWARD GENUINE AND EQUITABLE SOLUTIONS TO VARIOUS MASS COMMUNICATIONS PROBLEMS.

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